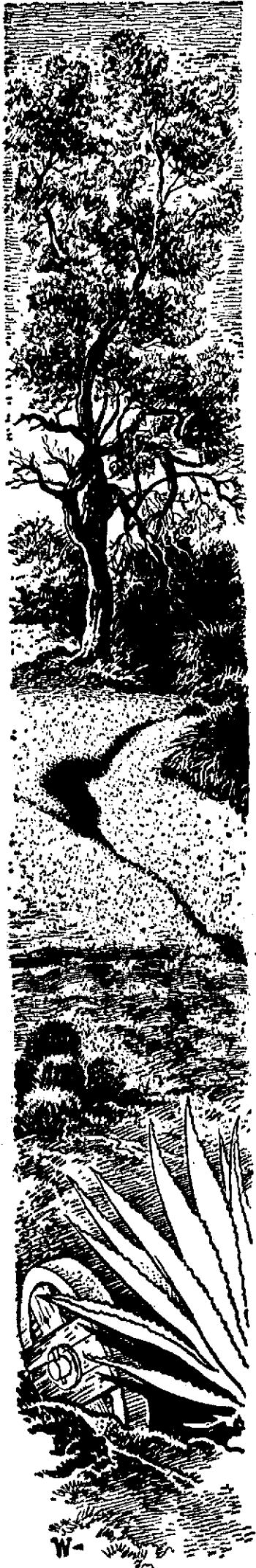


Press-Telegram *Southland*

LONG BEACH, CALIFORNIA, SUNDAY, MARCH 19, 1950

MAGAZINE Section



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Member
**PACIFIC SUNDAY
MAGAZINES**
FRED TAYLOR KRAFT,
Magazine Editor

DESERT BLOOMS

The sun-warmed sands of Southern California deserts offer many bizarre sights, among them the odd flowers of the Joshua tree which are expected to blossom within the coming month.

—Photo Courtesy All-Year Club of Southern California.

Legend of the Swallows



The legend of the swallows is cherished at romantic Mission San Juan Capistrano. Legend is that the swallows return to the mission on each St. Joseph's Day.



Quiet old Mission San Juan Capistrano hums with happy excitement today, the legendary arrival date of the swallows that are famous around the world.

They return today, according to tradition, to old San Juan Capistrano Mission.

By Ruth Reece

"**L**AS GOLONDRINAS will come back today! Of course! Be patient!"

The children of the mission at San Juan Capistrano always say this on St. Joseph's Day (today) as throngs of visitors watch for the traditional return of the famous "punctual swallows" to their nests.

At this old mission, founded by Father Junipero Serra in the year of the American Revolution, 1776, it has become a hallowed belief that the swallows, those harbingers of spring, will arrive on St. Joseph's Day, March 19, sometime between sunrise and sunset.

According to legend, handed down from generation to generation, of the mission folk, the swallows have returned to Capistrano on March 19 for the past 173 years. Sometimes they arrive early, sometimes late in the day but always on time, the legend says.

Today should be no exception to this strange tale of the swallows' perennial punctuality.

Each year at this season, the mission grounds are heavy with the scent of orange and lemon blossoms, and the flower-laden gardens are a riot of color. As the gates are opened to admit the throngs of visitors, the familiar white pigeons flutter about to be petted and fed, but nobody is interested in the pigeons. Instead, every eye is searching the heavens for a glimpse of the



Mission padres join with townspeople and visitors on St. Joseph's Day to welcome back the mission swallows.

black darts that mean the swallows are homeward bound once again.

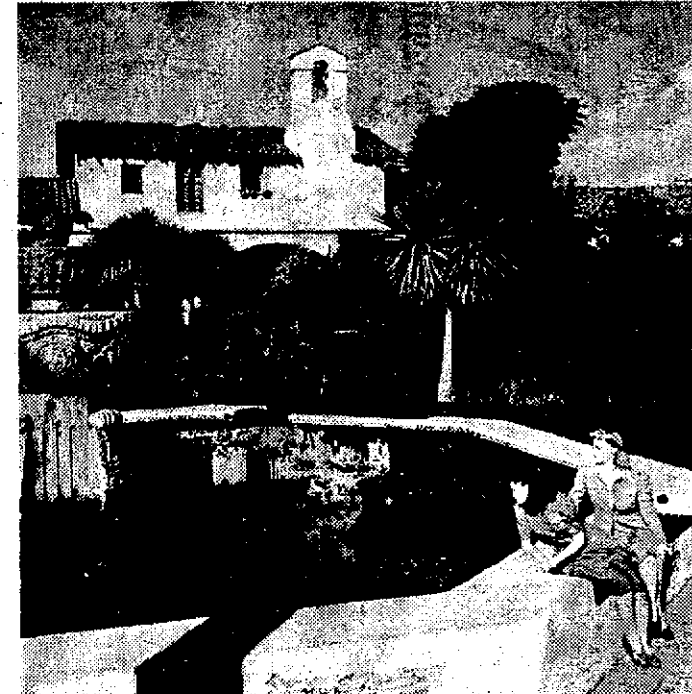
TO THE ears of the waiting crowds, comes the singing of the school children in a St. Joseph's Day ceremony honoring the patron saint. The little singers usually hold forget-me-nots for constancy and roses for love; while some of the older singers carry calla lilies for purity and steadfastness.

"Las Golondrinas will come. You'll see," the children tell those in the crowd who are beginning to doubt the swallows will appear on schedule, as the sun creeps higher and higher in the heavens with no birds in sight.

hours before the main flock. But presently, in darting zig-zag swoops, comes a troop of about 50 of the little birds from out of the southwest, dipping and rising, with chirping cries that distinguish them from all other birds.

"See!" cry the exultant children, "las golondrinas come, as always!" And the watchers stand in awed reverence for a minute before breaking into exciting shouts. "Thank God," says a white-haired priest as he shades his eyes to watch. His beloved birds are back safely once again.

FOLLOWING the same pattern year after year, a great flock of swallows arrive together after that, almost shutting out a view of the sky. The feathered mass drops to the ground on a wide area of the main patio at the back of the mission to feed. They then fly to their inverted mud nests



—Santa Fe Railway Photo.

An attractive fish pond is one of the beauties which are a center of attraction at the Capistrano mission.

under the eaves, chasing out the sparrows which had moved in during the winter. Contrary to general belief, there is no clash between the swallows and the swifts that also live at the mission, the mission fathers claim. The swifts do not invade the swallows' nests but make their homes in the cracks and crevices of the adobe and stone walls, they say.

A close-up view of the famous Capistrano swallow reveals a cream-headed, gray-breasted cliff swallow with patches of red underneath. Technically these birds are known as *Detro-chelidon lunifrons*.

Skeptics may say there is nothing miraculous about the regularity of the arrival and departure of the swallows from San Juan Capistrano, but how can one explain why the birds shift their scheduled one day in leap years, always arriving

on March 19? No one knows for sure just where they come from or where they go. Always they fly home to the mission from the south, circling the grounds once to get their bearings.

EACH YEAR they pack up their belongings and depart for the south traditionally on Oct. 23, leaving rows of empty nests clinging to the cornices of the old buildings. An old superstition says the swallows go to Jerusalem for the winter, but it is expected they really fly to a tropical country in Central America.

This afternoon the townspeople around the San Juan Capistrano mission have their yearly "Fiesta de Las Golondrinas" to welcome home the birds. There is music outside on the grounds and singing inside the mission in honor of both St. Joseph and the swallows.

It is a day of rejoicing dedicated to the faithful birds.

Sculpturing with Cement

By Bertha Blanchard

TO MOST women, cement is a cold, hard substance used only in walks and walls of buildings. To slim, feminine Lillian Geiger it is a fascinating material from which to make useful and decorative accessories for her garden.

For more than 12 years, this has been Mrs. Geiger's hobby. Her skillful hands transform prosaic cement into objects of beauty. She also makes small pieces for her house. Her bookends, with a delicate, colorful design of tiny mushrooms and gnomes in a woodsy setting, are charming. You

would never guess they were made of heavy, out-of-door cement.

The Geigers are now living in their third new home in West Hollywood. As soon as Mrs. Geiger decorates the garden with an attractive pool, impish gnomes, tall, white cranes, a bird bath, and a picturesque well, eager buyers persuade them to sell.

When the Geigers' last house was built, the masons left a pile of cement dumped on the ground at the front of the house. That gave Mrs. Geiger the idea for making a large reflecting pool, seven by nine

feet, tapering toward the front end. An outline of the pool was first drawn on the ground. Then a hole dug, about six inches deeper than the desired depth of the pool. The ground, forming the base of the pool, was kept wet, to settle the soil and prevent absorption of moisture from the cement when it was first spread. Scraps of chicken wire were then placed on the wet soil and crushed rock scattered over it. Five wheelbarrows full of cement were used to make this pool. Mrs. Geiger smoothed the cement with a block of wood. She makes fish ponds the same way, only a little deeper.

FOR a drain, an old piece of water pipe was placed in the lowest spot in the pool. The pipe could drain off into the street, in shrubbery, or into a buried container. Geiger buried an oil drum four feet deep, three feet from the pool. He drove nail holes into the sides of the oil drum, so the water would seep out and keep the grass fresh. A stopper plugs the drain when water is in the pool.

Mrs. Geiger mixes cement in a clean garbage pail, using five parts of sand to two parts of cement, adding water until it is stiff enough to handle. She says the alkali in the cement hurts her hands, unless she washes them in vinegar about every half hour. The acid neutralizes the alkali and prevents irritation.

FOR the skeleton framework of her figures, Mrs. Geiger uses a block of wood for the body, with iron reinforcing rods (from lumber yard) nailed to it for arms, legs and bills. Chicken wire wrapped around the framework holds the cement.

However, the gnomes require a foundation of wet gummy sack folded around rods before chicken wire and cement are added. This saves cement and makes the little men lighter in weight.

The bird bath is made upside-down. A mound of dirt the size of bird bath is covered with cheesecloth to keep dirt from cement. The cement is molded over this form, chicken wire added, and a roll of chicken wire used for the stem.

Applied by the handful, using an upward stroke, the cement is hand-molded to resemble feathers, whiskers, tree bark, or whatever is desired. For eyes, Mrs. Geiger makes cone-shaped holes with a scis-



Cement Artist Lillian Geiger uses tube of oil point thinned with linseed oil to make her cranes look more natural. Cranes were made from tiny models.

sor point and a stick. Black oil paint gives depth to the eyes.

Mrs. Geiger chose this fascinating hobby because she likes to work with her hands.



This charming well, festooned with roses, is one of Mrs. Geiger's creations. The rock wellhead contains water. Drain comes out the side near bottom.

Camera ANGLE

By The Shutterbug

EVERY picture taker has a certain number of snapshots that are extra-special favorites. And the picture taker, in such cases, usually takes great pride in displaying them and explaining the conditions under which they were taken. You may, for example, have some snaps of your family, or vacation pictures, that you worked very hard to get. In any case, if those snaps have great meaning to you, they deserve to be made into striking enlargements.

There are a good many reasons why this should be done. One is that, if a picture looks good as a snapshot, it will usually look even better in a larger size. Another is that details show up much more clearly, faces are far more recognizable, and the whole picture is easier to look at.

If you have a darkroom and enlarger of your own, you already know that it's a simple matter to enlarge your favorite pictures. But, if you don't, you should get one or have your photofinisher do the work for you. He can usually make the enlargements to whatever size you wish, and can frequently make them from the section of the original picture that you like best.

In enlarging a picture you can usually improve it by cutting out unimportant or undesirable details that may spoil the effectiveness of the original print. If one edge of the scene has a distracting feature, it is simple to take it out. The composition, too, can usually be improved by cropping during enlargement. In this way you can emphasize your center of interest and can really achieve a nicely composed scene.

No matter how you get your enlargements, there are a good many things that can be done with them. Not only can photo albums be made much more interesting, but you can frame the prints or mount them, too, for display around the house.

Thumb through your pictures today and pick out the prints that are your prized possessions. If you've enjoyed them as snapshots, you'll really be thrilled when they become big, handsome enlargements.

YOUR shutterbug has just been reminded of the "Color Slides for Vets" program sponsored by the Photographic Society of America. Under this program, more than 40,000 slides have been collected for



If your baby's picture looks good as a snapshot, it will usually look even better when enlarged.

the use of men in government hospitals.

For patients who have been confined in a small room for months or years these slides constitute a source of relaxation and recreation. Slides have been sent to Army, Navy and Veterans Administration hospitals not only in the United States but in France, Germany, Australia, the Pacific Islands and other places.

If you have any slides you can spare to help this worthwhile cause, send them to Karl A. Baumgaertel, P. S. A. Color Chairman, 353 31st Ave., San Francisco 21, Calif. Mr. Baumgaertel reports that 1000 slides a month are needed and that these transparencies of every type of subject are used in making up these slide sets.

So the next time you are shooting color make an extra exposure for the disabled veteran who cannot make his own.

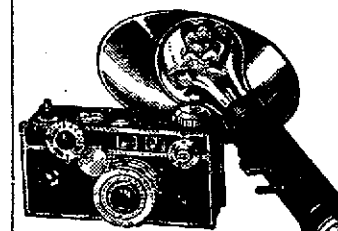
THE LONG BEACH CAMERA GUILD has postponed its regular meeting until March 29 to allow members to attend the Southern California Council of Camera Clubs monthly color competition this Wednesday. The council competition will take place at the Redondo Union High School, Redondo Beach, 8 p. m. It is open to the public and offers an opportunity to view the best in color work

from the many clubs affiliated with the council.

AFIELD trip to Banning is scheduled today by members of the Long Beach Photo Forum. Regular meetings of the Forum are held on the first and third Wednesdays of the month, at 8 p. m., at the North Long Beach Y. M. C. A., 61st St. and California Ave. Visitors are always welcome.

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'Oscar' Nominees

The spotlight of the movie world will be turned on Hollywood Thursday night when 1949 Academy Awards will be presented. Nominated for the highest honors are these top-flight stars.



Chief contender in the male division is Broderick Crawford, for his portrait of a demagogue in Columbia's "All the King's Men."



Susan Hayward ranks high for Oscar for her part in RKO's "My Foolish Heart."



Olivia de Havilland has been named the favorite among the actresses for her fine performance in Paramount's "The Heiress."



Deborah Kerr earns contention for her part in "Edward, My Son," for M-G-M.



His role in Warner's "The Hasty Heart" puts Richard Todd high in the running.



Kirk Douglas may steal honors for portrayal of "The Champion," U-A picture.



Jeanne Crain may win Oscar for dramatics in "Pinky," Twentieth Century-Fox film.



Gregory Peck is a big threat to capture the award in the male division for role in 20th Century-Fox's "Twelve o'Clock High."



John Wayne, always a box office favorite, may win award with portrayal of tough Marine in Republic's "Sands of Iwo Jima."



Loretta Young is a contender for the Oscar to go to top actress for her part in 20th Century-Fox's "Come to the Stable."

THOSE INTRIGUING Circular Skirts

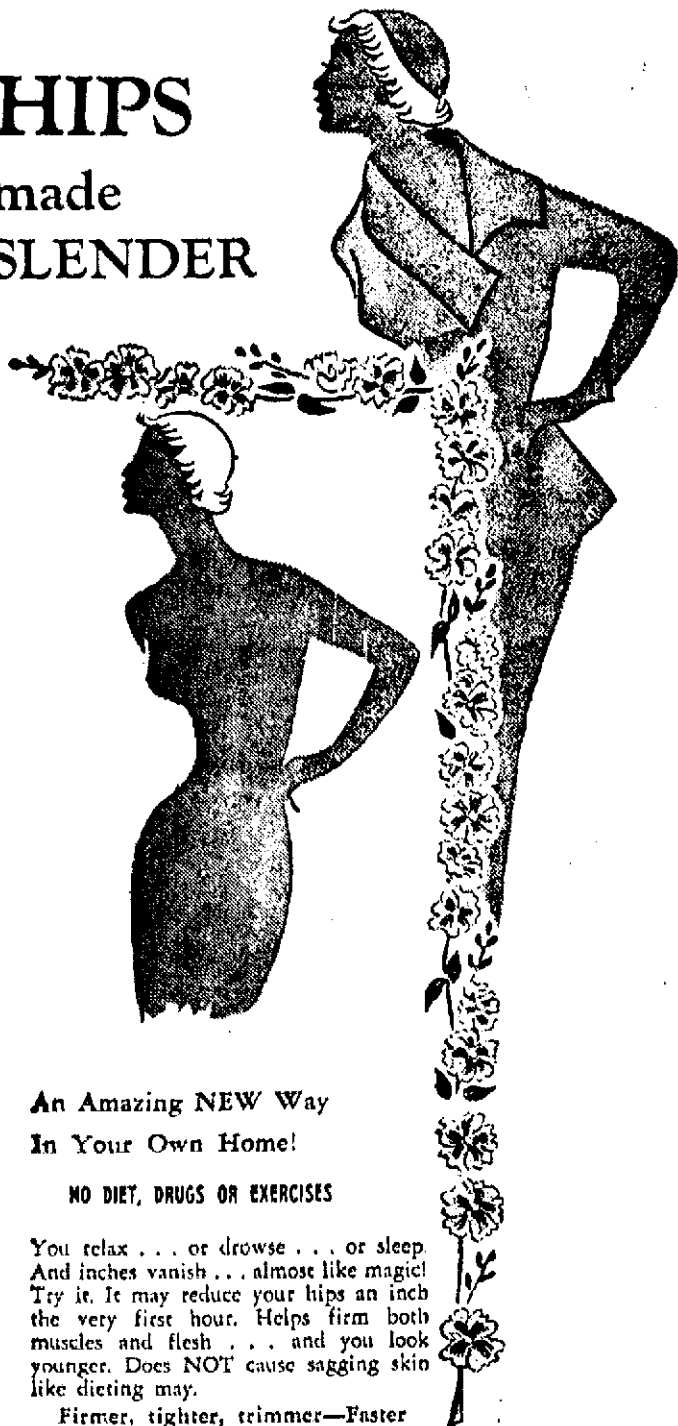


Inspiration to interpret in prints and fashion trends was the objective of Madalyn Miller and her husband, Henry Schimmel, on recent trip to Europe. One of the brilliant results is the full-sweep circular skirt (above) with its encircling mule train, printed on American cotton. The adorable "critters" have the most enchanting flopping ears and flirtatious eyes, set off by a two-toned stippled background. Full-sleeve blouse is of solid color cotton broadcloth. A dramatic flower-pot signature hand print (right above) is inspired by a rare tapestry Madalyn located in Prague.



Wide brush strokes in brilliant hand-painted effects dramatize skirt (above) of bright print hand-screened on American cotton. An off-shoulder mid-riff blouse features wide-ruffled flounce, circling bodice and forming the caplet sleeves. The material is fine Broadcloth in harmonizing color. For Madalyn's patio and resort wear, the skirt separates are practical and eye-arresting.

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Canasta Party Refreshers

By Mildred K. Flanary

TIME WAS when we'd have planned bridge party fare, but Canasta is the thing with modern card players—and so here goes with canasta party refreshments.

If the party is to be the usual 3 a. m. deal where the men are present, they'll be needing something substantial—for instance, Apricot omelet. Look at the accompanying illustration and then read on.

Apricot Omelet

2 tablespoons quick-cooking tapioca
¼ teaspoon salt
¼ teaspoon pepper
¼ cup milk
1 tablespoon butter
4 egg yolks, beaten until thick and lemon-colored
4 egg whites, stiffly beaten
apricot jam

Combine quick-cooking tapioca, salt, pepper and milk in saucepan. Place over medium heat and cook until mixture comes to a full boil, stirring constantly. Add butter. Remove from heat and allow to cool slightly while beating eggs. Add egg yolks and mix well. Fold into egg whites. Turn into hot, buttered, 10-inch skillet. Cook over low heat 3 minutes. Then bake in moderate oven (350° F.) 15 minutes. Omelet is sufficiently cooked when a knife inserted comes out clean. Cut across at right angles to handle of pan, being careful not to cut all the way through. Spread with apricot jam. Fold carefully from handle to opposite side and serve on hot platter. Dust with confectioners' sugar. Makes 4 to 6 servings.

Cheese omelet: Use above recipe, adding ¼ cup grated American cheese with the butter; stir until cheese is melted. Omit apricot jam and confectioners' sugar.

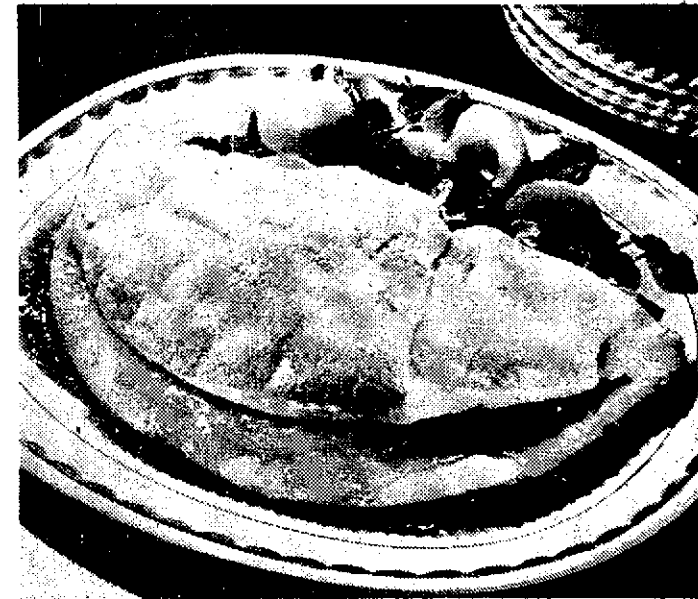
But for the ladies when the Canasta Club meets at your home, this "partified luncheon tuna" dish is just the answer. It is really elegant and may be made particularly suitable for the occasion when accented with interesting garnishes of clubs, spades, hearts and diamonds made of green peppers. Complement it with dainty, open-face sandwiches, the bread having been cut in fancy shapes. Here is the procedure:

Luncheon Tuna

16½-ounce can bite-size tuna
2 tablespoons lemon juice
4 tablespoons margarine
4 tablespoons flour
1 cup milk
½ cup cream
¼ cup sherry
1 teaspoon Worcestershire sauce
¼ teaspoon dry mustard
1 teaspoon salt
dash cayenne
3 chopped hard-cooked eggs



When it's canasta time at your house, serve luncheon tuna that's been "partified." Garnish with green pepper.



Apricot Omelet is a satisfying, refreshing and timely dessert to serve for a canasta party in current season.

thin slices lemon

Marinate tuna in lemon juice. Melt margarine and stir in flour. Add milk and cream and cook, stirring constantly until mixture is thickened and smooth. Add sherry and seasonings. Stir in tuna and eggs. Turn into greased individual shells or casseroles. Top each with a slice of lemon. Garnish as desired. Bake in a moderately hot oven (375° F.) for 20 minutes. Serves 4 to 6.

Then, there's magic in the baking of a pudding, too. Es-

pecially, Black Magic Pudding. But the result is a cottage pudding de luxe—fluffy white cake on the top, rich chocolate sauce running through the cake and thick on the bottom. Mighty delicious, this upside down pudding.

Magic, too, in the short time it takes to whip it up, using white cake mix for the cake part. It's a pudding you can serve often, low in cost and sure to be a favorite. Serve

(Continued on Page 6.)

Tint for Hair

By Alicia Hart

Never let a brush soak before washing; it's damaging to the

bristles and reduces serviceability. Always turn a brush bristles-down on a terry towel, which will soak up moisture while it's drying.

KEEPING your brush and comb sparkling clean should be as much a part of your beauty routine as the actual brushing of your hair. No one can possibly expect good results from a soiled brush and comb.

To make comb and brush cleansing automatic, wash them each week just before you shampoo your hair. Then, by the time your hair is dry and you're ready to brush it out, your hair brush will be ready and waiting for you.

Or, better yet, keep two brushes and alternate them in the midweek. That way, both soiled and heavy wear on a single brush are avoided.

If you live in a city where soot and grime are thick, a midweek cleanup for comb and brush are essential. Use warm, not hot water, a good lather and a small, stiff brush to clean the teeth of the comb.

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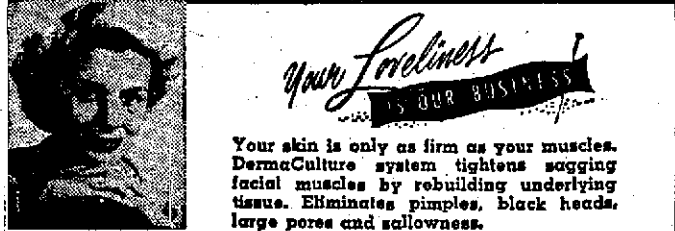


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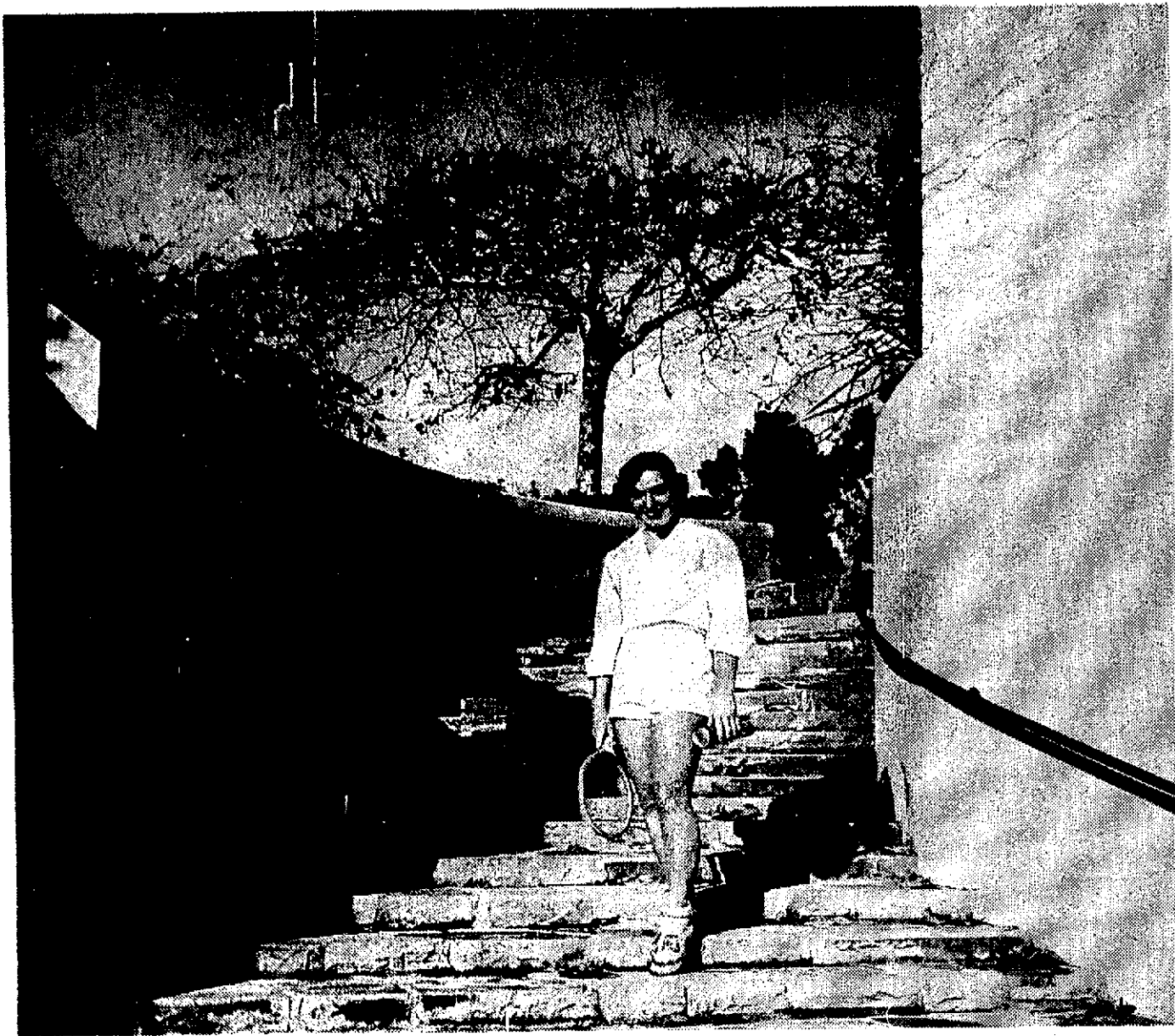
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Women of Scripps College

Many Long Beach district women take places each year in campus activities at Scripps College at Claremont, the only non-sectarian, four-year liberal arts college for women in Southern California. They are fellow students with women drawn from 28 states and five foreign countries who are enrolled at Scripps this year. Women of Scripps take great pride in their college which pioneered the humanities curriculum which is now enthusiastically embraced by the principal colleges of the United States.



Freshman Ann Kingman, daughter of Mr. and Mrs. Kenneth E. Kingman, Palos Verdes Estates, is a tennis devotee. Scripps College offers adequate recreational facilities for all students.



At formal Scripps concert dinner (l. to r.): Goldie Marcus, Ann Kingman, Jean Nerad, Olive Mull, Patricia Dozier, Mrs. James Densmore, (on stairway) Marilyn McCarey, Helen Newcomb.



Jean, daughter of Dr. and Mrs. A. H. Nerad; Brooke Mordecai and Peg Towle plan skiing.



Olive, daughter of Capt. and Mrs. W. P. Mull, and classmate, Helen Smith, study old bowl.



Mrs. James Densmore (above), Mrs. Wendell Hook are married students from Long Beach.



L. B. men at Claremont College, Alan Koch and Thomas Eaton, call on Misses Mull, Newcomb.



Helen Newcomb (center), daughter of Mr. and Mrs. D. A. Newcomb of Long Beach, is a senior at Scripps. She advises freshmen Janice Probisio of Denver, Joan Schaefer of Weldona, Colo.

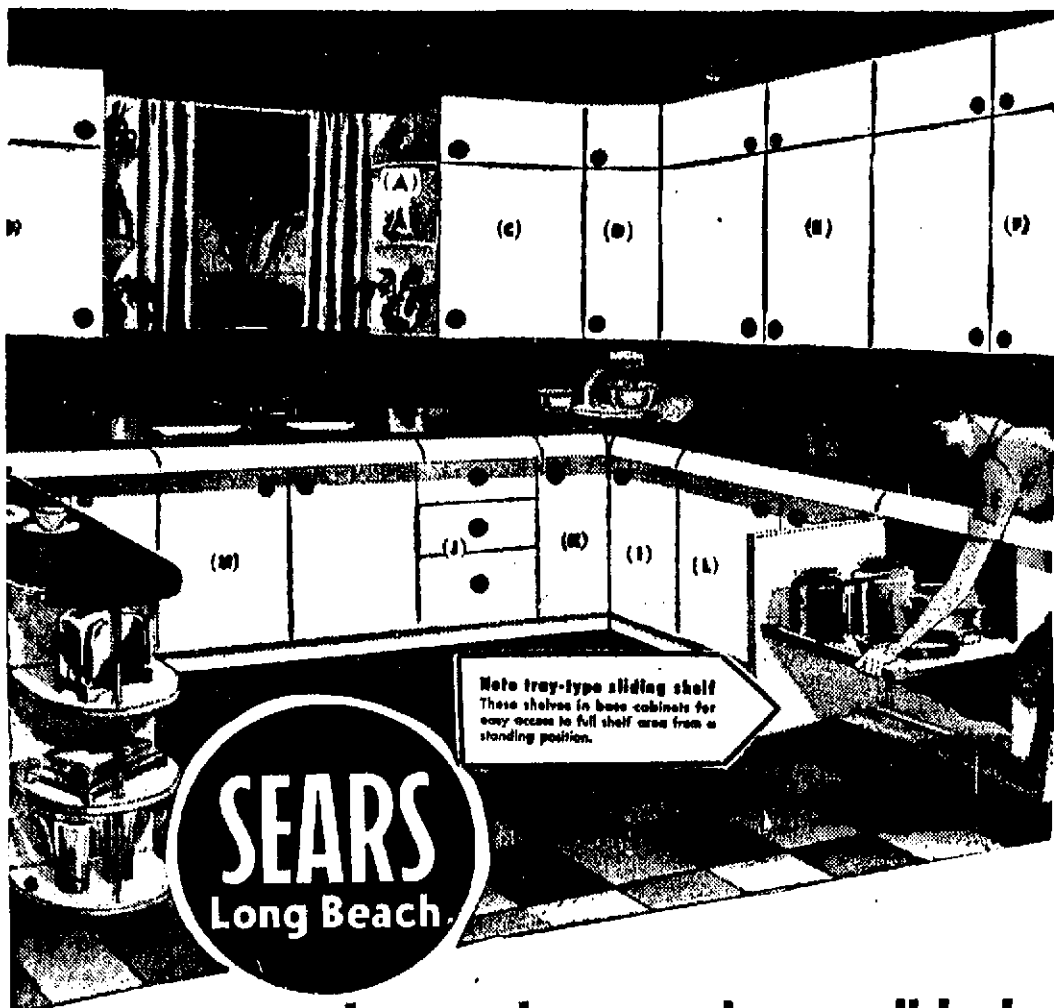


Patricia Dozier, daughter of Mr. and Mrs. R. B. Dozier of Long Beach, is student of child development and psychology at Scripps. She talks with group of children in a "book circle."



A muscular figure holds up a shelf in an ingenious arrangement in the kitchen. A stove is set into a tile counter which turns a corner, sets off dining area.

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| F. WALL CABINET
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Navy Family's Home

A wide, overhanging roof shields the front walk to the door of the Alamitos Heights home of Capt. and Mrs. Thompson Fletcher Fowler. Stucco is yellow.



THE THOMPSON FLETCHER FOWLERS are a Navy family—Mr. Thompson captains the U. S. Navy's Kaskaskia—so when they arrived in Long Beach recently they were fortunate to find the interesting yellow house at 705 Terraine Ave. Its contemporary styling provides the ideal background for the fine Chinese pieces which Mrs. Fowler has collected in the Orient.

Although Mrs. Fowler was born in Ireland she was reared in China so she has real appreciation for the Oriental designs which accent the modern architecture of her home. A beautifully-carved table of the same Oriental design as pieces decorating its top stands in the floor-to-ceiling window which opens one wall of the living room onto the patio.

This house is built around a patio so the kitchen, living room and bedroom hall all look out on this secluded garden area. Eleven-year-old Tommy Fowler's bedroom and the master bedroom are built so they look out on the front garden. The stucco exterior has been painted yellow to contrast with flagstone chimney and planting box. The walk to the front door is shielded by the wide roof overhang. This roof overhang also shields the spacious windows from the hot summer sun but admits sunshine during the cooler months.

The garage fronts on the street and a breezeway between kitchen and garage assures dry passage from house to garage during wet weather. A vertical-louvered fence around the kitchen door gives interest to this side of the house. The front walk is lined with tree rose bushes, stocks, primroses and other colorful blooms.

THE ENTRANCE into the living room is shielded by the fireplace and planting box which jut out into the room to make the passageway into the living room private. This flagstone chimney adds a texture pattern to the hall in contrast to the smooth grape-colored wall opposite. The wall of glass in the living room extends far enough to provide a glimpse of the patio garden.

This glass wall is draped with taffeta pull curtains in a colorful vertical stripe. The green, yellow and red colors of the room are picked up in the contemporary pattern used in

By Althea Flint

slip-covers for two chairs. The couch has been slip covered to match the grape-colored wall. These clear shades against the green carpeting are important contributions to the beauty of the room.

The flagstone fireplace is set at an angle and includes a planting box in which grows a rubber plant. The shiny green leaves make a lovely pattern against the flagstone-and-grape-colored wall. An exquisitely carved Chinese table decorated with a Ball head stands on the hearth.

At one end of the room stands a carved chest which provides a place to display Chinese figures against a silver plaque. The design on this plaque is formed by names etched in Oriental script. An opium bench serves as a coffee table in front of a couch. Round side tables are carved in Chinese motifs. So one can imagine how much more interesting this contemporary room is made by the authentic Chinese pieces.

The kitchen is directly off the living room so serving in a portion of the living room is easy. Nearly half of the kitchen

is devoted to a dinette where a spacious window hung with a ruffled valance lets in the morning sunshine. A work counter partially separates the two areas.

THIS kitchen is unusual because opposite walls are lined with counters. The sink with counters on both sides is built under a window overlooking the patio and garden. Opposite these counters the sink and refrigerator is the stove which is also flanked by work counters. This is a compact arrangement since there is as much work space as in most kitchens but instead of being spread out it is concentrated where it is most needed.

The color and pattern used in this kitchen make it an especially interesting place. Walls and cabinets are painted alternately in tones of grey and yellow while the breakfast room and cabinet doors are papered. The Chinese-patterned paper reflects the dominant colors used in the living room with attractive effect. Since the two rooms are so closely related this blending of colors is agreeable.

ANOTHER feature of this kitchen is a glass shelf supported above the tile work

Flagstone of the fireplace is set at an angle, making an entry way for the front door of the Fowler home.

counter by a muscular statuette. The service porch is painted a striking shade of canyon pink and is large enough that the automatic washer and plenty of closet and cabinet space are comfortably arranged here. The back door leads to the garage or to the garden patio. The patio can also be reached from a door in the kitchen

as an aid to serving al fresco meals. Since this house is built on a concrete slab the concrete was extended out under the roof overhang just outside the wall of windows in the living room and adjoining the kitchen door. Beyond this terrace are flowers, shrubs and lawn, making a pretty picture for the wide expanses of glass to bring inside.

Canasta Party

(Continued From Page 4.)

generous servings.

Here is the recipe:

Black Magic Pudding

- 1 package white cake mix
- 1/2 cup brown sugar
- 1/2 cup granulated sugar
- 1/2 cup cocoa
- 1 cup cold water

Prepare cake mix as directed on package. Pour into greased and floured 9-inch square cake pan. Combine brown sugar, granulated sugar and cocoa; mix well. Spread evenly over cake batter. Pour cold water over surface. Bake in moderate oven (350° F.) 45 minutes. Serve warm.

You'll like Chocolate Trifle—and bread crunchie ice cream

sundaes, too—or perhaps these suggested spreads atop crackers so your guests may serve themselves.

Chocolate Trifle

- 2 tablespoons butter or margarine
- 1 ounce unsweetened chocolate
- 1 tablespoon cornstarch
- 1/2 cup sugar
- 1 1/2 cups milk
- 1/4 teaspoon vanilla extract
- 1 1/2 cups toasted 1/2" bread cubes

Melt butter and chocolate in top of a double boiler. Blend in cornstarch and sugar. Add milk and cook until thick, stirring constantly; add vanilla extract and toasted bread cubes. Cool. Serve with whipped cream. Yield: Four servings.

Bread Crunchie Ice Cream Sundae

- 1/2 cup corn syrup
- 1/2 cup brown sugar
- 1 tablespoon molasses
- 1/4 cup water
- 1 tablespoon butter
- 1 qt. toasted 1/2" bread cubes
- 1 qt. vanilla ice cream
- 1 pint sundae sauce

Combine corn syrup, brown sugar, molasses and water in a deep saucepan. Boil slowly for eight minutes, or until a small amount of syrup forms a soft ball in cold water. Add butter and toasted bread cubes. Mix well. Pour into a greased 8" square pan. Cool and break into pieces. Scoop ice cream into balls. Roll each ball in bread crunchies. Serve plain or with a sundae sauce over each ball. (Suggested sauces are: Fresh peach, raspberry, strawberry, pineapple, butterscotch or fudge.) Yield: Eight bread crunchie ice cream sundaes.

Ham and Cheese Spread

- 1 cup finely chopped cooked ham
- 1/2 cup finely diced American cheese
- 2 teaspoons grated onion
- 1 teaspoon catsup
- 1 tablespoon mayonnaise
- crispy crackers

Combine ham, cheese, onion, catsup and mayonnaise; mix thoroughly. Spread on crispy crackers. Yield: 1 1/2 cups.

Snowy Almond Cheese Spread

- 2 cups cottage cheese
- 2 tablespoons mayonnaise
- 1/2 cup toasted blanched almonds, chopped
- crispy crackers

Combine cottage cheese, mayonnaise and chopped almonds; mix thoroughly. Spread on crispy crackers. Yield: 2 cups.

Meat and Cheese Squares

- 6 slices square luncheon meat
- prepared mustard
- 3 slices American cheese
- cocktail onion
- paprika

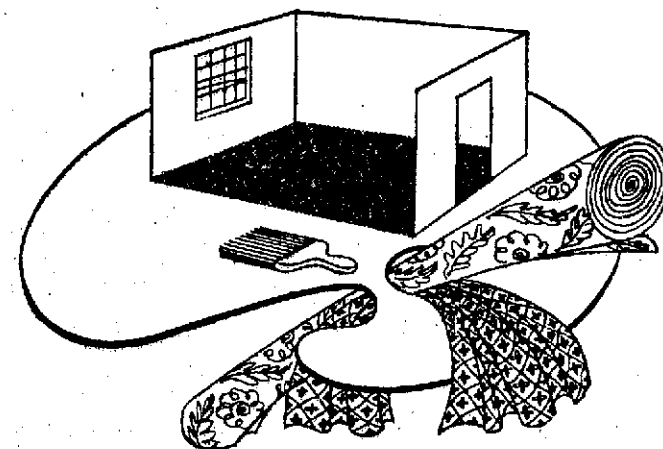
Thinly spread two slices of luncheon meat with mustard; place a slice of cheese between meat slices. Repeat, using the remaining meat and cheese. Wrap each stack separately in wax paper and chill in refrigerator. Cut each stack into nine squares; place a cocktail onion dipped in a little paprika on end of each toothpick and stick in meat and cheese squares.



—Photos by Jasper Nutter.

In the living room of Capt. and Mrs. Thompson Fletcher Fowler's home is an interesting coffee table from China where it is known as an opium table.

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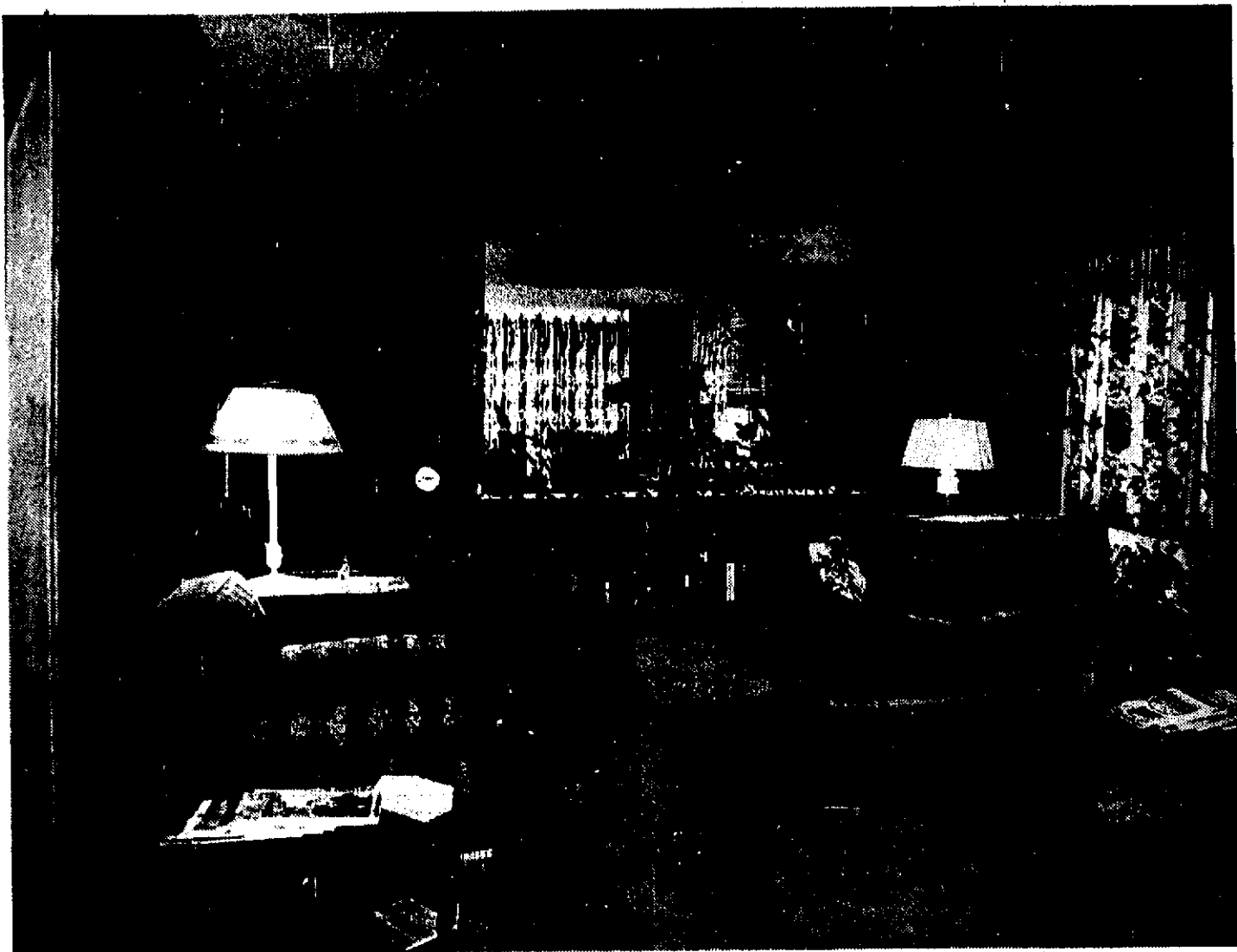
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Ideas for *Easy* Living

By Dorothy Killam



The living room of Carol Koch's home features a mirrored wall which is enhanced by a planting box set at the base of the mirror. Bookcases are constructed below the planting and are fully as attractive as they are practical.

This Alamos Heights home, attractive inside and out, has unusual features which add to the comfort and convenience of its occupants.

GOOD IDEAS make living easy in the home of Carol Koch at 763 Terraine Ave., Alamos Heights. Such things as an oven built into cabinets to eliminate stooping, a linen closet which opens into the bathroom as well as the hall, a dirty clothes hamper which can be wheeled to any part of the house, places to store cleaning equipment where it will be used—these are a few of the energy-saving devices incorporated in this home.

The floor plan, designed by Architect Victor E. Siebert, is step saving because the most-used rooms such as the kitchen, combination dining room and Mrs. Koch's bedroom, are all built at the back of the house and open onto the terrace. Sara Brake, Mrs. Koch's mother, has a room built at the front of the house opposite the living room where she may look out on the street. A central entry hall leads to every room but the kitchen which is

just off the den-dining room. Mrs. Koch contracted her own work and her brothers did much of the building. They are also responsible for the well-planned cabinet work. Built of concrete block, this house is sturdily reinforced and earthquakes need never worry Mrs. Koch. The exterior is painted yellow and two large windows at the front of the house are trimmed with brown. Flagstone planting boxes add to the low look of the house.

The walls of the entrance hall which extends nearly the length of the house are of magnolia lard in narrow vertical strips. The living room walls are of the same light-colored wood which contrasts beautifully with the panel of flagstone in which the fireplace is set. Wood boxes which can be filled from outside are set in the flagstone and flank the fireplace. One of the most popular places in the room to sit is on the raised hearth

which extends several feet on either side of the fireplace.

THIS room is given a feeling of spaciousness by a floor-to-ceiling window at the front of the room and a mirrored wall opposite. Bookcases and a planting box in which grow big-leaved tropical plants are built under the mirror for an impressive effect.

Draperies at the windows flanking the fireplace and at the large front window are hung from troughs in the ceiling and may be pulled for privacy. Set in the planting box and above the draperies are fluorescent tubes for indirect lighting. Draperies are of a many-colored floral pattern.

The most important and one of the most convenient pieces of furniture in the room is a large round coffee table which has a light finish. It is hard to believe but this coffee table was once a Sunday school table which has been bleached and refinished to its present beauty. A pair of rose-colored chairs and a blue couch are also grouped with this coffee table in front of the fireplace. A grand piano stands near the window.

In the front bedroom another wall of glass looks out on the street. A four-poster bed, silver and blue draperies make this a room Mrs. Brake is proud of.

THE BATHROOM has many good ideas. One side of the rubber tile-covered sink counter lifts up to reveal a dressing table. Cosmetics are arranged under the lid and the underside of this lid is mirrored. A chair fits under the dressing table so that it is flush with the under-sink cabinets. Kept in the bottom of this chair is shoe-shining equipment.

Opposite the dressing table under the sink counter is fitted a clothes hamper which is set on wheels so that it may be wheeled to the laundry in the garage. Mrs. Koch wanted a large medicine cabinet so she used a pair of mirrors from her former home to make doors for the cabinet over the sink with its extra wide and deep shelves. More storage space is provided by a trough fitted with hinged cover across the back of the bathtub. Towels

can easily be reached from the bathroom because the linen closet opens into this room as well as into the hall.

In the combination den-dining room glass doors open on the terrace. Box springs and mattresses may be wheeled out here for sleeping under the stars on summer nights. An extra wide studio couch pushes up under bookcases and a back rest for comfortable daytime use. Its blue cover makes it an attractive addition to the room. When not in use the dining table can also be folded up.

A dining table in the kitchen

Possibilities for easy living are shown in the Koch home floor plan (above).

is set against wide corner windows which look out on the terrace so this pleasant scene can be enjoyed with the morning coffee. A neighbor's blossoming peach tree adds to beauty of the scene in the early spring.

IN THE kitchen, electric burners are set in a work counter of stainless steel so

that cleaning is no chore. A stainless steel hood set in the corner over the burners makes a picturesque scene. The oven is set in cabinets where it can be reached without bending over. Below the electric burners is set a lazy Susan which makes this corner useful for storing pots and pans. On one side is a rack for hanging small grills and spatulas; on the other side is a narrow slot for filing trays. Crackers are kept in the cabinet above the

(Continued on Page 8.)

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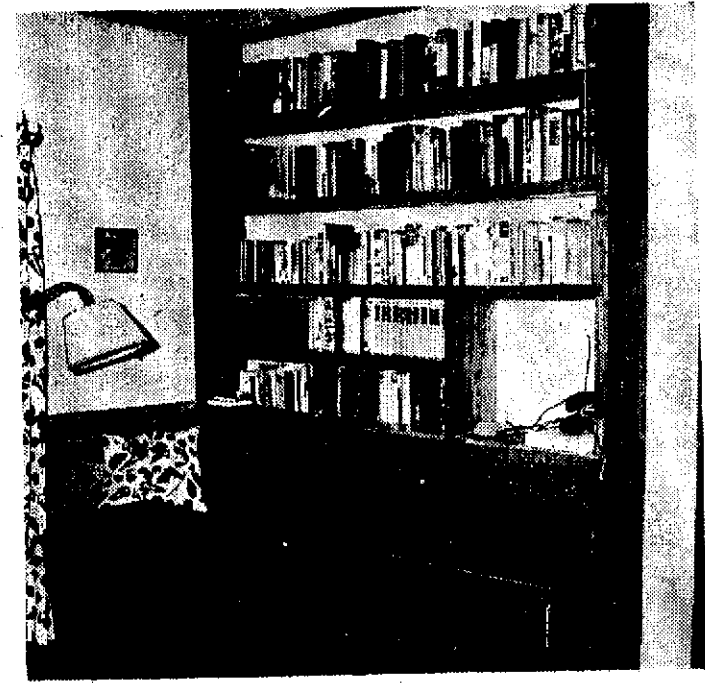
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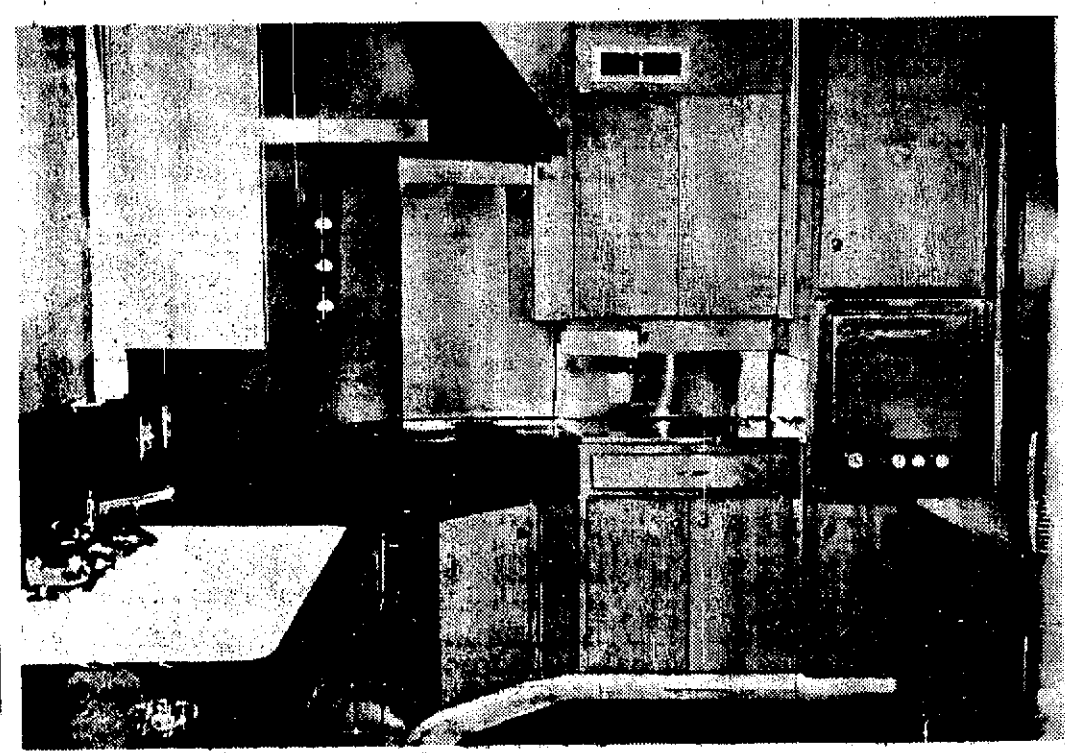
The fireplace is built in a panel of flagstone in which wood boxes are also set. The wide hearth is one of the most popular places in the room to sit.



In one corner of the combination den-dining room is an extra-wide studio couch where guests may sleep.



Morning coffee tastes better at the cheery dining table in a corner of the kitchen. Windows overlook terrace.



Electric burners are set in stainless steel sink combination. A lazy Susan is placed in corner below. An oven is placed in cabinet form at the right.

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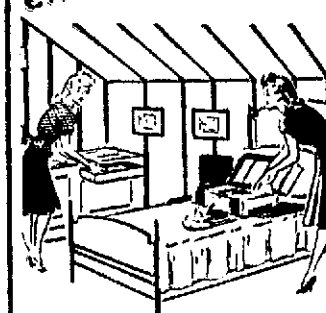
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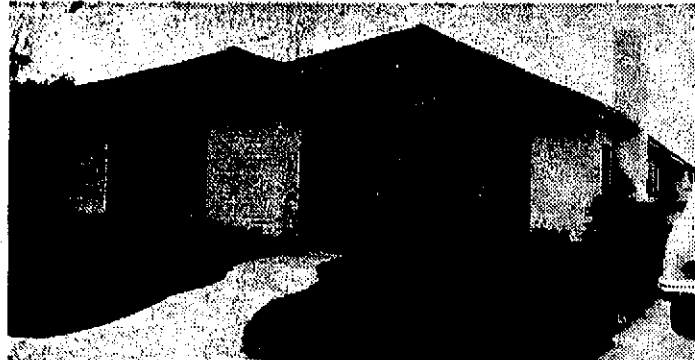
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This is a front exterior view of the Carol Koch home. It is built of concrete blocks, sturdily reinforced.

Ideas for Easy Living

(Continued From Page 7.)

oven so they will keep crisp in the dry atmosphere.

Mrs. Koch keeps all her baking things between the burners and the oven, salad-making items and seasonings on the other side of the burners. Cabinets and closets are built around the refrigerator which is on the wall opposite the sink. Cleaning equipment used in the kitchen is kept here, and equipment used on the terrace is stored in cabinets there.

A barbecue is built under the roof overhang on the terrace. It includes storage for serving and cooking equipment used out of doors. A darkroom is built in a corner of the garage just below the terrace,

providing room for Mrs. Koch to follow her photography hobby.

Try Shelves

LIST five home furnishings problems at your house and see if shelves can't be the answer to two or three. Shelves do double duty—they store things in handy places while they display them and decorate at the same time. Shelves go places and do things you didn't expect them to if you design special shapes and sizes for particular walls. It may take a designing eye to see there is room for them sometimes and some places. Curved shelves may fit where others would not. Sharp corners are eliminated and the shelves won't look too heavy for small space. One shelf may turn a corner and sweep far enough on the second wall to hold a lamp. Such an idea may be worked out in a boy's room, but it would do for any small room on a narrow wall.

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COLLECTORS are always anxious to find the clear, vivid royal blue and cherry-red glass made at Bristol, England. Bristol could boast about 15 glass-making houses in 1760 and had no rival as to quality or output. This glass was made to imitate Venetian glass.

The peculiar richness of Bristol blue glass is said to be due to the presence of antimony which gives a great brilliancy and depth of color. At the Bristol glass works they made many pieces such as cups, mugs, salt-cellars, small bowls, finger basins, vases—both open and covered, candlesticks, flasks, bells, paperweights, canes and other items.

These pieces are sometimes decorated with spiral lines of white glass which end in a white rim, and sometimes with a white rim alone. The decoration on the vase, illustrated here is made of a composition of china clay and super-silicate of potash, which is able to stand a higher degree of heat than the glass upon which it was superimposed. The base of the vase is made of three metal seahorses. It was photographed in a Long Beach antique store.

Of course to show this rose-colored glass to best advantage it must be displayed against the light. If there is a clear opaque background, such as a window, this vase is very ornamental. The process used for encrusting the white on the colored glass is called "cameo." The object here dates back to about 1850.

Bristol made fine table glass, transparent, in blue, greenish blue, purple and red. It should be remembered that Bristol red glass is of the ruby hue, with less vermilion in it than the Bohemian products. It is also referred to as "cherry-red" glass.

IN PLACE of the cameo method of decoration, much of the Bristol glass had sprigs and floral designs on it in gold, but these were off if the object was much handled.

The story of Bristol glass.

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Trumpet vines are great adorners of posts and the like. They blossom beautifully in the late spring.

By Mary Lou Zehms



This rose Bristol glass vase, decorated in cameo process, is set in metal base of three sea horses.

making, though not one of the great industries of the town, is mixed up with that of other surrounding towns in England. Workmen came from Birmingham as the towns were only nine miles apart, and some of the Bristol men went to Sunderland. It might be mentioned that most of the effective forgeries of Bristol and Nailsea glass were made at or near Birmingham, the pieces skillfully aged by the use of acids.

VINES are probably the most valuable of all ornamental plants. They cover architecture that has gone completely quaint, and they hide dead trees, stumps and an assortment of posts. They relieve long stretches of lawn. They scramble over banks, drape themselves over walls, and dress up foundations. They do wonders in transforming wire game backstops and framing garden vistas. Many supply food. In short, you need vines! Although many vines can be started from seed, they can

By Eleanor Avery Price

also be transplanted. Be sure to keep all of the roots, and tie the shoots together for easy shifting around. Of course, nursery-grown vines will arrive tied if necessary. Evergreen vines can be safely handled any time except when in active growth, but spring planting is best for most vines. A few, like the bougainvillea, are best left to fall planting. Consider the vines' permanent locations

carefully, for some like shade while others do not.

Vines should be started close to the object over which they are to grow. This prevents sagging. Always give them room to grow according to their needs. They should be planted slightly deeper than they were in the nursery so that new sucker growth can come from the roots.

Vines need liberal amounts of plant food, especially manure which stores moisture and encourages root growth. Soil should be deeply prepared. Except in rainy weather, water your vines, remembering that the lighter the soil the more water is needed.

It is interesting to note the different means by which vines climb. There are tendrils growers like Virginia creeper; vines that adhere by means of little gluey disks such as Boston ivy; twiners, most of them going opposite to the clock, like morning glory; petiole climbers such as clematis. A very few vines climb by curling their leaves.

Not many flowering vines are effectively in bloom before late spring or June. The best woody vines do, however, flower early. Wistaria, with its colorful racemes, tops the list. Buy grafted plants if you want bloom on young plants.

YELLOW JASMINUM nudiflorum, a twiner that revolves opposite to the sun, blooms early in the sun if protected from wind. Should you wish to start new plants from old, merely lay shoots on the ground, and weight down against the earth with a brick or stone. When rooted, cut from the older plant. Other fine early-bloomers are clematis montana with its showers of white, and its blue cousin, C. coerulea. All clematis need a light but protected location, and they want plenty of lime.

Spring-flowering vines need water immediately after flowering, as new growth commences then.

Trumpet vines, both the tree and the creeper, are beautiful during late spring and summer. Hybrids are available in many colors.

Honeysuckles are very useful either in sun or shade. Quite drought resistant, they nevertheless appreciate root watering just as do all summer-flowering vines if there is a dry spell during the growing season. Honeysuckles cut back in spring will produce long-flowering shoots, for this plant flowers on new growth. Children particularly enjoy honeysuckle for they like to sip the nectar.

Another fine summer vine is the white jasmine, for it perfumes the garden night and day.

THERE are a number of rather exotic vines. Cup of gold, with its big, leathery, evergreen foliage and yellow flowers is a remarkable example, although it cannot tolerate frost. Quick-growing passion flower with its interesting blooms and perfumed succulent berries enjoyed as a table delicacy is a splendid exotic vine for the Southland.

Popular annual vines include morning glory, moonflower, sweet peas, scarlet runner bean, and nasturtium.

Among the best foliage vines are evergreen ivy; deciduous Boston ivy which, as someone has said, staggers through life with the name of parthenocissus tricuspidata; evergreen



—Photos by Gladys Diezling.

Grapes give summer shade to such spots as arbors and pergolas; and, too, they make delicious eating.

grape with its edible fruit and attractive leaves; creeping fig which makes a mat of tiny heart-shaped dark leaves and is evergreen and frost-resistant; and the more exotic Monstera deliciosa. Euonymus radicans is also good.

There are special vines for

hanging baskets, among them thunbergia alata, glory flower, various English ivies and grape ivy.

When vine-minded, don't forget roses and gourds, the latter especially if there are children or hobbyists in the family.



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'Glads' Are Easy to Grow

By Bob Gilmore

WITHOUT a doubt the gladiolus is the most popular bulbous plant for spring planting in the Long Beach area. Its prominence and fame are well deserved; the gladiolus is easy to grow; it performs beautifully in the outdoor garden; as a cut flower it

is one of the best, being one of the most valuable blooms in the florist trade. In addition, like so many other ornamentals of South African descent, the "glad" is very much at home in the Southland.

Even though a child can grow a "glad," there are nevertheless certain cultural rules. In the first place the corns . . . "glads" are grown from corns, not from bulbs . . . should be placed on a cushion of sand. An excess of moisture may rot the corn—and sand, being exceedingly porous, encourages rapid runoff. This precaution

is obviously not essential in light soils. But the sand cushion will prove extremely valuable in heavy soils that have a high capacity for moisture retention.

Keep in mind all through the growing season that the gladiolus is a heavy drinker. It consumes tremendous quantities of water and this is true even after the flowers have been removed from the parent plant and put on display in vases. Florists will tell you that their "glads" often drink gallons of water a day. Plenty of water consequently is one of the secrets of successful gladiolus culture. An interesting thing about the gladiolus is that the blooms may be cut in the bud stage. Then the flowers will open, after being placed in a container of water.

Gladiolus do not take kindly to extremely sandy soils. The reason for this is that water runs too rapidly through such a medium and the plants never do get sufficient water. You can increase the capacity of a sandy soil to hold moisture by incorporating with it fairly liberal quantities of peat moss. This material is inexpensive and is available at all garden supply stores.

For early spring plantings set the corns in a sunny spot. Later on, a semi-shady location may prove more desirable. This is for "glads" that will bloom during the warmer part of the year. While not oversensitive to soil conditions, gladiolus seem to prefer a sandy loam.

In heavy soils the corns should be planted at a depth of about three inches; in lighter soils, from five to six inches. The deeper the planting the less chance of the spikes falling down in windy weather. Shallow plantings should be staked as gladiolus stems often put out a tremendous amount of growth. Staking the plants encourages them to attain a more



The gladiolus performs beautifully in Long Beach's gardens, and as a cut flower it is one of the best.

upright growth. Space the corns from eight to twelve inches apart.

SOME rather interesting varieties are: Rosa Van Lima, one of the best rose-colored

"glads"; Red Phipps, an excellent red; Elizabeth the Queen, a splendid lavender; Blue Beauty, a fairly recent introduction of clear, light blue; Stoplight, deep red with a yellow throat; Golden State, deep yellow, and Snow Princess, white flowers and creamy throat.

It is interesting to note that the Southland is one of the nation's most important centers for the commercial production of "glads." This is true for both the flowers and the corns. This is your assurance that the "glad" will be very much at home in your garden.

The gladiolus is highly susceptible to a plant pest known as thrips. These tiny mites hide in the crevices of the corns, so it is essential that planting stock be obtained only from reputable dealers. However, the corns can be sprayed before planting time. Naphthalene flakes are also used frequently; a number of corns being placed in a paper bag to which a small amount of naphthalene flakes has been added. The top of the bag is twisted and the fumes, in time, will kill the thrips.



Tree dahlia blooms, high above the usual dahlia level, provide spectacular beauty for a spacious garden.

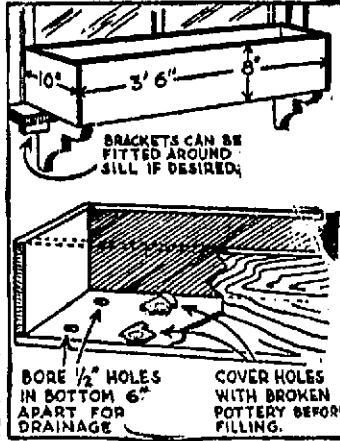
background subject where it can be pruned down as soon as it loses its beauty for the season. It will grow back again the following year.

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Make a Window Box

By Walter Finch

The illustration shows the dimensions for a single window box. If made of cypress, it will last well, and cost little to build. Where large or multiple windows demand great length, the other dimensions may be larger in proportion, or boxes for each window made.



Here is a working drawing of box for single window.

Flowers Aloft

By Karen Smith

FOR easy-to-grow, attention-getting perennial flowers that burst into spectacular beauty far above the ordinary levels at which their type of bloom is customarily expected, try the tree dahlia or the Matilija poppy—that is, try them in gardens that are spacious. Both of these exciting plants are large, showy and need ample room in which to spread out and send their buds on high.

Before planting the tree dahlia, enrich the ground by spading in well-rotted manure.

It is also helpful to add a commercial fertilizer that is rich with phosphorous, ammonia and potash. Use this product at planting time during early spring. For a top dressing, apply a mixture of four parts bonemeal to one part nitrate of soda.

In such good soil, the tree dahlia should supply many lovely rose-pink flowers. You will find the plant growing rapidly at first, so give it plenty of moisture at this time. Avoid puddling the plant, however, or the result will be a spindly and soft plant that grows too fast instead of a gorgeous sturdy 12-foot specimen.

Cultivate the soil right along until flowers appear, at which time withhold tilling except for the first two or three inches. Be sparing with water when the blooms appear, and give just enough to keep flowers perky.

The Matilija poppy, Romneya coulteri, is interesting because it blooms high up on a shrub, hardly the ordinary conception of a poppy. The huge, bright, fragrant, white poppies have brilliant gold centers, and the blooms appear for several months. The foliage is soft and blue-gray.

This poppy will grow most any place and is remarkably drought-resistant. It is large and grows through its root system, so do not plant small, delicate flowers in its immediate vicinity. It makes a good

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By J. J. Littlefield

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Garden Tips

You Can Grow These Exotic Fruits

GARDEN tips for the week. . . You can increase your gardening pleasure by adding a soil testing kit to your equipment. It takes just a few minutes to determine whether the soil is acid or alkaline. Plants of course have their likes and dislikes and an acid-loving plant is going to be much happier in an acid type of soil than otherwise.

It is never too early to start a weed control program. You can use mechanical weeder or the new chemical weed killers, many of which are selective. That means, they will kill the weed without harming the plants.

An excellent, and fast, way of adding color to your garden is with potted plants. They may be purchased in full bloom and can be shifted from one part of your garden to another. Try potted plants for relieving the monotony of the ornamentals you have had in your garden for years.

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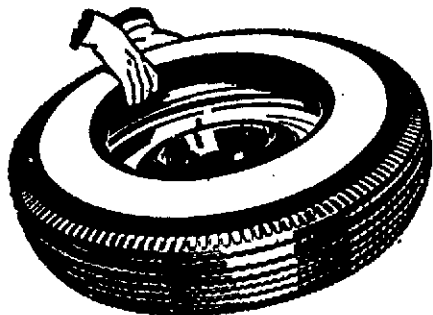
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AUTOMOTIVE News

Car Makers Drive to Slash Costs

By DAVID J. WILKIE

DETROIT, March 18. (AP) Cutting corners in the cost of producing automobiles is a continuing job in the car industry.

The industry effects its major economies in steadily increasing efficiency in materials handling, manufacturing processes and better methods of maintaining plant equipment.

Without these continuing efforts, car engineers generally

agree, there could be no such thing as a low priced automobile. Whether they will bring any general reduction in car prices this year is yet to be determined.

Manufacturing economies were up for discussion at a three-day meeting of the Society of Automotive Engineers which ended here yesterday. The engineers, mainly those having to do with passenger car, body and production activities in the industry, discussed what is being done as well as what yet may be achieved.

An all-day production clinic Wednesday found engineers exchanging experiences in materials handling, production and manufacturing control, steel heat treating and other subjects that affect the cost of manufacturing.

Opening session papers were on waste, reduction and disposal. The shorter wheelbase car also came in for discussion at the meeting.

Discussed by the engineers but not on the formal program was a report that one leading car maker has a new engine to be introduced in 1951 said to give much better performance than the most efficient of present engines.

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Jet-powered Cars Long Way Off, Say Auto Chiefs

DETROIT, March 18. (AP) The truly jet propelled automobile is as far away as ever.

That's the conviction of many American automobile engineers. They were interested in word that tests by the Rover Motor Company of Birmingham, England, with a new type power plant, had reached the road stage. But they have known for some time of the research of British engineers.

Details of the Rover type of engine were described in American technical journals as long as 1948. There has been laboratory research along the same lines by auto industry engineers in this country.

American engineers say that if the engine tested by the Rover company in a conventional type auto is the same as that described in United States publications two years ago, it is not a truly jet propulsion power plant.

THERE IS A DIFFERENCE

Rather, they assert, it is of the gas turbine type. There is a distinct difference in true jet propulsion and turbine developed power. In the former the pressure of gas against the closed end of a chamber open at the opposite end propels the chamber and the vehicle in the direction toward which the closed end is aimed.

In turbines gas directed at a series of curved vanes on a spindle develops the power that is transmitted to the drive wheels. But the exhaust discharge isn't a flaming, searing gas like that from the truly jet engine. It isn't much different from that discharged by an internal combustion engine, excepting that it has an even more disagreeable odor. There isn't anything about this type of power plant, say American engineers, that hasn't been known to them for years. Moreover, it has been tested by American automotive researchers. They have come quite generally to the conclusion the idea isn't practicable for application to a conventional type passenger automobile.

NOT IMPOSSIBLE

American automotive engineers do not say an auto with a gas turbine power plant is impossible. They say it is improbable in the near future.

William A. Turunen, of General Motors, has done a great deal of research in turbine development. He told members of the Society of Automotive Engineers last summer at French Lick, Ind., that a turbine powered auto would offer some advantages over conventional engines, but the disadvantages appeared to outweigh them.

Among the obstacles, he said, were extremely high fuel consumption, especially at part throttle; controls and limiting devices must be developed to insure safe operations; space requirements are large; lower first cost is questionable and lower maintenance cost is doubtful; exhaust might be objectionable; silencing might present a difficult problem and a large reduction gear would be needed.

G-M HAS NONE

General Motors, he said, had no automotive turbines and contemplated none in view of the surveys made in the laboratory and outside.

At least one of the major aircraft manufacturers has been carrying on experimental work with a combination of the turbine and jet principles, designed for possible application to trucks and busses. So far, however, there has been no indication it is ready for commercial production.

Here, too, dissipation of the exhaust has presented a problem. The designers proposed to run the discharge through a second stage of exhaust before dissipating it.

Turbine-driven British Auto Coming to N. Y.

BIRMINGHAM, Eng., March 18. (AP) The U. S. will get a look at the revolutionary new gas turbine Rover motorcar next month.

The Rover Motor Company announced today the sleek test machine will be on display at the British Motor Show in Grand Central Palace, New York, from April 15-23. The company does not plan a test run demonstration, however.

The back end of the car housing the kerosene-burning turbine engine will be fitted with a transparent cover, the company said, to permit show visitors to see the new power plant.

At its first public demonstration last week the car was clocked at 90 miles an hour. Newsmen who watched the tests were not allowed to inspect the turbine unit.

Studebaker Bringing Out New, Lower Priced Cars

DETROIT, March 18. (AP) If the public wants shorter wheelbase cars it will have plenty of chance to buy them this year.

There are going to be more of them. Nash and Kaiser-Frazer already have announced plans to introduce such models. Nash, in fact, already has its car in production. The new K-F vehicle is to reach the assembly lines in June.

But it isn't any secret other car makers are interested in a lower price market.

By eliminating numerous frills Studebaker has just put a new full-sized Champion model into production to be priced \$75 lower than de luxe models of the same line. Omitted were such items as hood ornament, driver's arm rest, rear fender pebble guards and one of the twin horns.

Studebaker now has an additional line of Champion models starting with a three-passenger coupe with a factory list price of \$1320 and topped by a four-door sedan at \$1415.

Chevrolet and Ford set up organizations several years ago to build cheaper and lighter weight cars. Then both suddenly abandoned plans to put them into production. A lot of money went into preliminary work on the projected vehicles.

But nobody close to the industry believes Chevrolet, Ford and Plymouth will just stand by if the new Nash and Kaiser-Frazer models find a profitable market. The plans that were shelved by G. M. and Ford easily can be dusted off.

Some industry observers recently saw an attractive small car built experimentally by General Motors four years ago. It had everything that might be demanded by the motorist desiring a shorter, lighter weight car.

General Motors executives explained it never was put into production because the savings to be expected over a standard Chevrolet were not sufficient to justify the necessary manufacturing set-up.

There wasn't anything cheap about the appearance of the car. But it Nash, Kaiser-Frazer and others of the independent producers can build and sell such vehicles profitably, General Motors, Ford and Chrysler can do it.

So if the thinking at Nash and K-F proves correct 1951 should see not one or two more shorter wheelbase cars, but half a dozen of them.

It costs a sizable amount of money to put any new model, large or small, into production. Nash and K-F have spent heavily in developing their new 100-inch wheelbase units. It should be noted, however, that in neither instance is any other model being slighted in favor of the smaller vehicle.

Both Nash and K-F have two other lines of cars. Addition of the new smaller vehicles will give

Discriminatory U. S. Tax Adds \$95 to Price of Car, Auto Man Tells Lawmakers

WASHINGTON, D. C. Testimony that federal tax on automobiles, adding approximately \$95 to the selling price of the average new car, and \$76 to the price of a truck, is threatening sufficient sales curtailment to cause unemployment in the industry, is being studied by the House ways and means committee.

The figures were given by George Romney, appearing for the Automobile Manufacturers Association, at a hearing by the committee recently. Romney urged repeal of the tax, charging it was both burdensome and discriminatory.

Continuation of federal excise taxes on automotive products is a serious threat to employment in the automotive industry and in the other large segments of the nation's economy which depend largely on motor vehicles

for their prosperity, Romney stated.

Romney, who is vice president of Nash-Kelvinator Corporation and a member of the A. M. A. taxation committee, said repeal is already late. He pointed out that the employment curve in the automotive industry is highly sensitive to the sales curve and Congress should act now and not wait until business is affected to the point that employment is declining.

"TEMPORARY" LAW

Congress originally imposed excise taxes on automotive products in 1932 as a "temporary, emergency" measure, Romney said. Before the war they were doubled to curtail the manufacture and use of motor vehicles in the interest of armament production. Following the war the abnormal demand for cars and trucks offset their curtailment effect on sales and employment. However, with the industry returning rapidly to pre-war conditions, where costs and prices are basic sales and employment factors, these taxes will again curtail sales, production and employment.

"An ounce of prevention now is better than a pound of cure later," he emphasized. "Congress should not wait until a recession hits the automotive industry before attempting to deal with sales and employment curtailment excise taxes," he said.

Automotive transportation is the nation's biggest source of industrial employment. It provides one out of every seven jobs in this country. Failure to act until the automotive industry is a hardship industry would create serious repercussions throughout the economy.

OTHER ITEMS TAXED, TOO

In addition to the excise levy, the federal government assesses motorists for the gasoline and oil they use, for the tires and tubes, and the replacement parts and accessories they may need to keep their car or truck operating.

These taxes fall heaviest on the low income groups, on the workers, on the farmers, on the people who live in small towns. They find motor vehicles an absolute necessity in their daily lives.

Romney also said that the excise tax on his industry's products are discriminatory because only the automobile among necessary productive tools is so burdened. The farmer, for instance, is taxed for his truck but not his tractor, the paving contractor for his truck but not his mixing machine, the metal working plant operator is taxed for his truck but not his machinery, and so on he explained.

"I am not suggesting that such items should be taxed—I'm only saying that it is discriminatory to single out the automotive product for taxation. It is just as necessary to the operation of the business as any other semi-durable equipment," Romney concluded.

Auto Industry Trying to Boost Dealers' Stocks

DETROIT, March 18. (AP) The auto industry is pressing its efforts to enlarge field stocks of new cars.

With the coal strike settled, the task probably will be a bit easier. Resumption of coal shipments is expected to bring an early return to six-days-a-week operations at General Motors and Ford plants.

These companies cancelled overtime work a few weeks ago when the coal outlook appeared particularly dark.

Last week, despite continued idleness in all Chrysler factories, the industry built 119,910 cars and trucks—about 3300 more than were completed in the preceding week. But for the Chrysler tie-up last week's output probably would have been near 160,000 units, or the highest production rate in the industry's history.

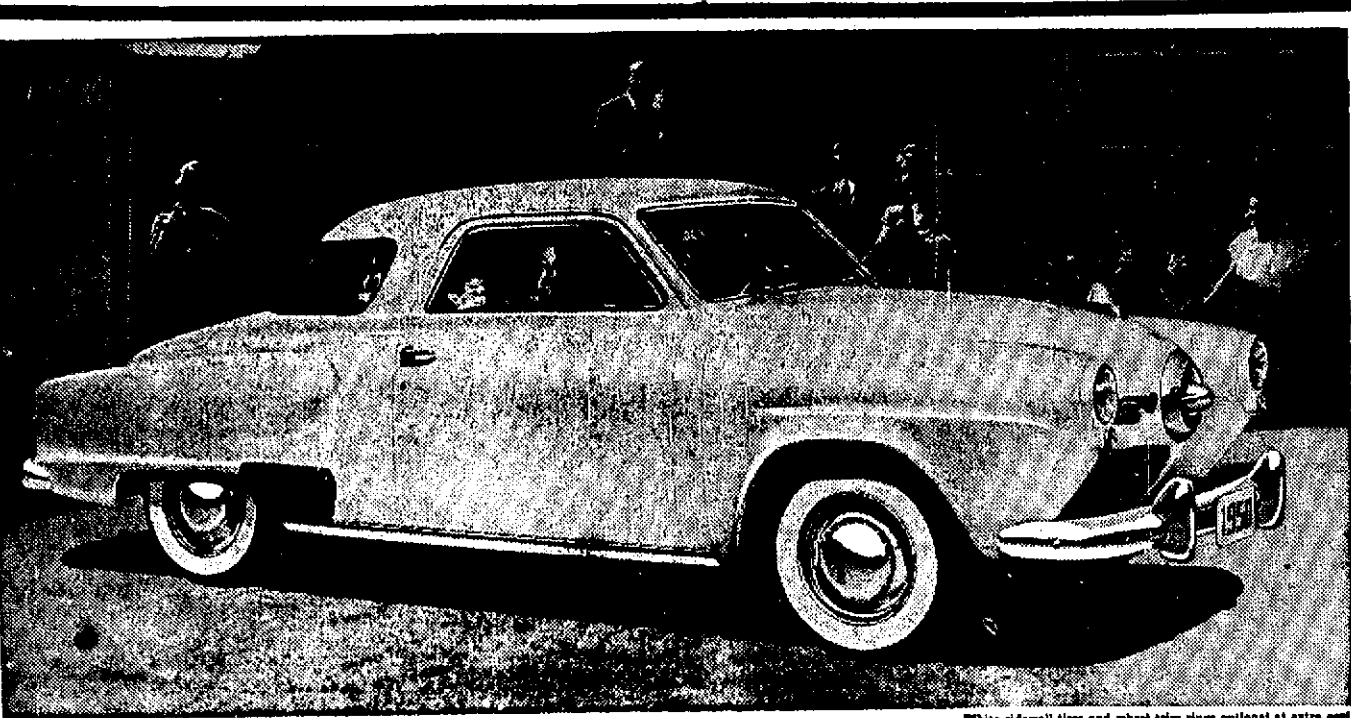
Many leading car companies continue to report retail deliveries greater than output. However, that does not hold good for the entire industry. Some makes are piling up in dealers' hands.

While some makes of low and medium price cars may be selling in greater numbers than they are coming from the assembly lines, the field stock situation isn't much different than it usually is at this season. There normally is a substantial stock of cars in dealers' hands during the first quarter of the year.

The stocks are built up in preparation for a heavy spring demand. Trying to accumulate big backlogs, General Motors and Ford laid out the heaviest production schedules they had undertaken for many years.

G. M. probably has added reason for trying to build up its field stocks right now. Its contract with the C. I. O. United Auto Workers runs out on May 29. Union demands for a pension and a wage increase for nearly a quarter of a million workers could lead to a serious work stoppage.

So far this year the factories have turned out 1,249,732 cars and trucks. That's about 170,000 vehicles more than were built in the same period last year.



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Gloves Save Car

FORT WORTH, Texas. (AP) A pair of gloves saved Virgil Goodman's car. It stalled and the brakes failed to keep it from slipping toward a creek embankment. Unable to hold the vehicle on the ice, he took off his gloves and edged them under the wheels until help arrived.

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Along Automobile Row

BY TOM WYNN • AUTOMOBILE EDITOR

THE THIRD of the three new lines of 1951 automobiles which will be marketed in all price ranges by Kaiser-Frazer Corp., was announced last week.

No. 3 is the "handcrafted" Frazer luxury line, which embraces five custom body styles in the medium and upper medium price classes. They supplement the popular-priced 1951 Kaisers and the as yet unnamed low-priced model.

With a long 123½-inch wheelbase, the 1951 Frazer models feature new aerodynamic styling with a European note evident in the elevation of the rear fenders, which "hop up" above the waist line of the car.

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The new model will be available in five body styles, a four-door sedan and Vagabond "utility" model in the Frazer Standard line, with a four-door sedan, convertible and "hardtop" in the Manhattan series. The "hardtop" sports model resembles a convertible in detail, even to a sheath of weatherproof nylon which covers the rigid ribbed steel roof.

The Frazer is offered in all models with the powerful new K-F high-compression "Supersonic" engine. Hydra-Matic transmission and overdrive are available as optional equipment.

Local K-F dealer, A. H. C. Doss, says the new models will be on display at his 1235 American Ave. showrooms sometime in April.

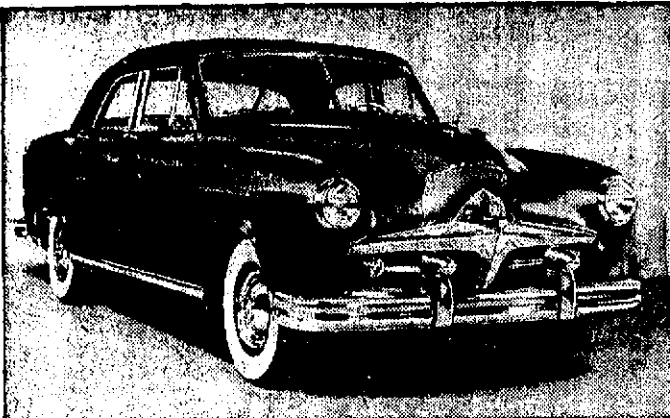
A review of the 12 present makes of U. S. passenger cars whose ancestors were on the road in 1920 shows that on the average:

Their price has dropped from \$2750 for four-door models to \$1895. Their horsepower has risen from less than 40 to over 103. They weigh 3300 pounds today, or 300 more than in 1920. Their over-all length has increased from about 14 to 17 feet.

In terms of the average U. S. industrial wage, it takes only 34½ weeks to earn the price of today's cars, where it took 92½ weeks back in 1920. And where the car built in 1920 had a life of about 25,000 miles, the average car built today will travel more than four times that distance before it is finally scrapped.

Even the most expensive cars of 1920—those selling at over \$5000—had less horsepower than the lowest priced cars on today's list and lacked hundreds of refinements that are standard equipment on the 1950 models.

Appointment of R. D. Bolt as



1951 FRAZER—Luxurious styling and passenger comfort characterize the 1951 Frazer Manhattan models now being introduced by Kaiser-Frazer Corp. The new Frazer series is marked by aerodynamic styling with a European note evident in the elevation of the rear fenders, which "hop up" above the waist-line of the car. A choice of Hydra-Matic or overdrive is offered as extra equipment with the new Kaiser "Supersonic" engine. The new model is expected to be at Doss Motors, 1235 American Ave. early next month.

Kenzie, local Ford dealer, reports that Al Lindemann has joined his new car sales staff. Lindemann is a well known figure in Long Beach auto circles.

Bud Kirkman, used car sales manager for C. Standee Martin, announced that Frank Campion and Harry Layman are back on the job after a leave of absence due to illness.

Motorists to Drive Own Cars on Ships

American motorists going abroad this year may drive their cars directly aboard an ocean liner, tour Europe with their own home license plates and registration documents, and need not post bonds on crossing international frontiers, the Gdynia America Line reports.

State Keeps Tab on Record of Each Licensed Driver

SACRAMENTO, March 18. (AP)—In how many motor vehicle accidents have you been involved? And how many traffic citations have you been given?

If you can't remember—you're an average driver. Only extraordinary drivers remember, say officials in the State Motor Vehicle Department.

But the department, because it keeps card files in the driver improvement program section, never forgets.

More than 5,000,000 Californians have licenses to operate motor vehicles and there's a card on every Californian. Most of the cards, of course, do not carry records of accidents or citations.

Some, however, are packed with the black marks of transgressions. The people with those cards are the people the department wants to help.

Traffic accidents are caused by a relatively few California drivers," says Department Director A. H. Henderson, "who statistics show are repeated violators of traffic laws."

The goal of the department is to get those drivers off the roads—unless they can drive better and avoid trouble. Otherwise death and injury are spread on the highways.

It's possible, under the law, for

the department to check up on any driver. The law states that a man's a negligent driver when he's convicted four or more times in one year, six or more times in two years or eight or more times in three years.

The department gets the data on traffic violations—except for illegal parking—from the courts. Accident data comes from several sources.

The files are watched. When a driver's record indicates he's a dangerous driver, dangerous to himself and to others, he's asked to appear before an examining official.

That official may warn the driver and advise him, he may recommend medical treatment or he may place the driver on probation or suspend or revoke his license.

During 1949 warnings were given 16,378 drivers. Probation went to 8785. Suspensions were given to 888 and cancellations or revocations were handed 3997.

Henderson explains the department goal like this:

"By calling the attention of negligent drivers to their shortcomings we feel that we are making a substantial contribution to the state safety program."

And Henderson says that most drivers are anxious to become better drivers.

Smooth Tires Skid

Skidding on wet or slippery pavements often result when automobile tires are worn down to a smooth surface, warns the Automobile Club of Southern California. Smooth tires should be retreaded or replaced.

Starting Helped

In cold climates some car drivers put a pint of wood alcohol into a tankful of gasoline to improve engine starting.

Keys Left on Bar

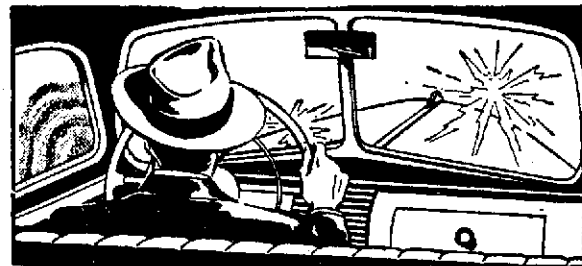
Temp Wild Driver

CHICOPEE, Mass. (AP) Casualty by dropping his automobile keys on the bar, Edward J. Sokol ordered a glass of beer.

Before he noticed his keys had disappeared along with another patron, Sokol was informed that his car had been involved in two collisions.

The other patron was arrested on a variety of drunkenness and driving charges.

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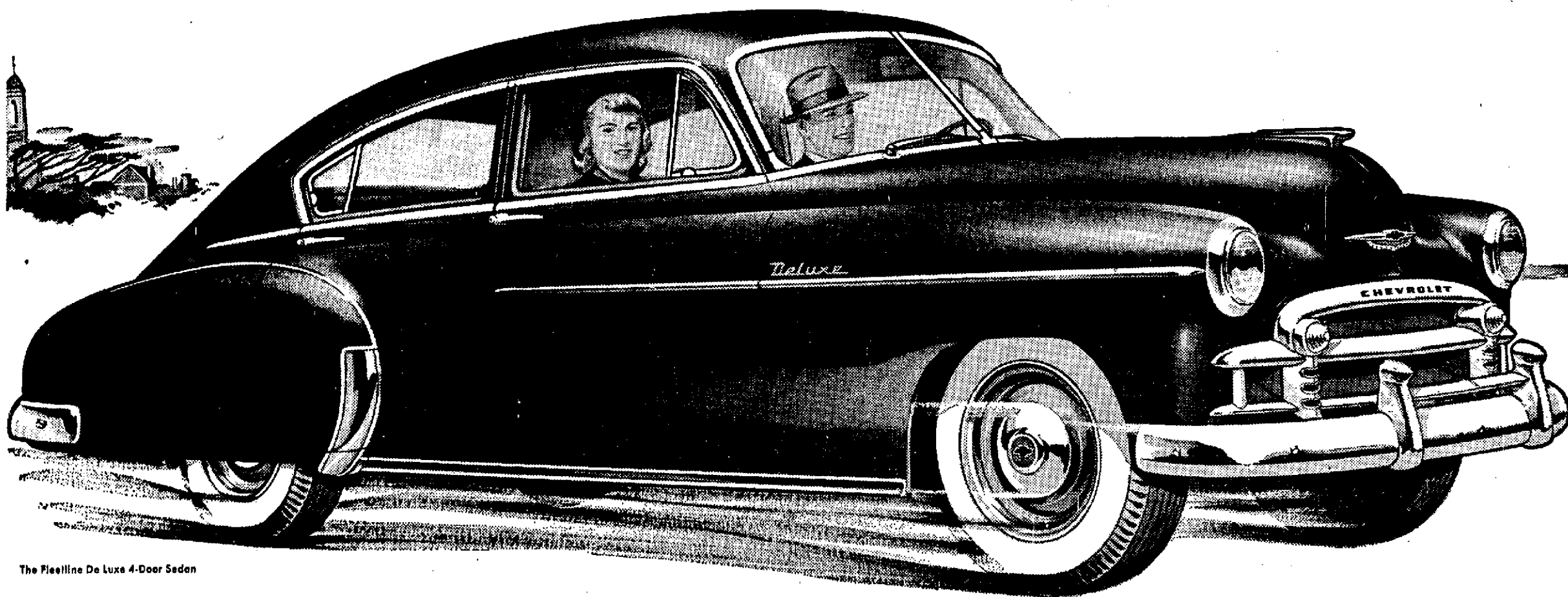
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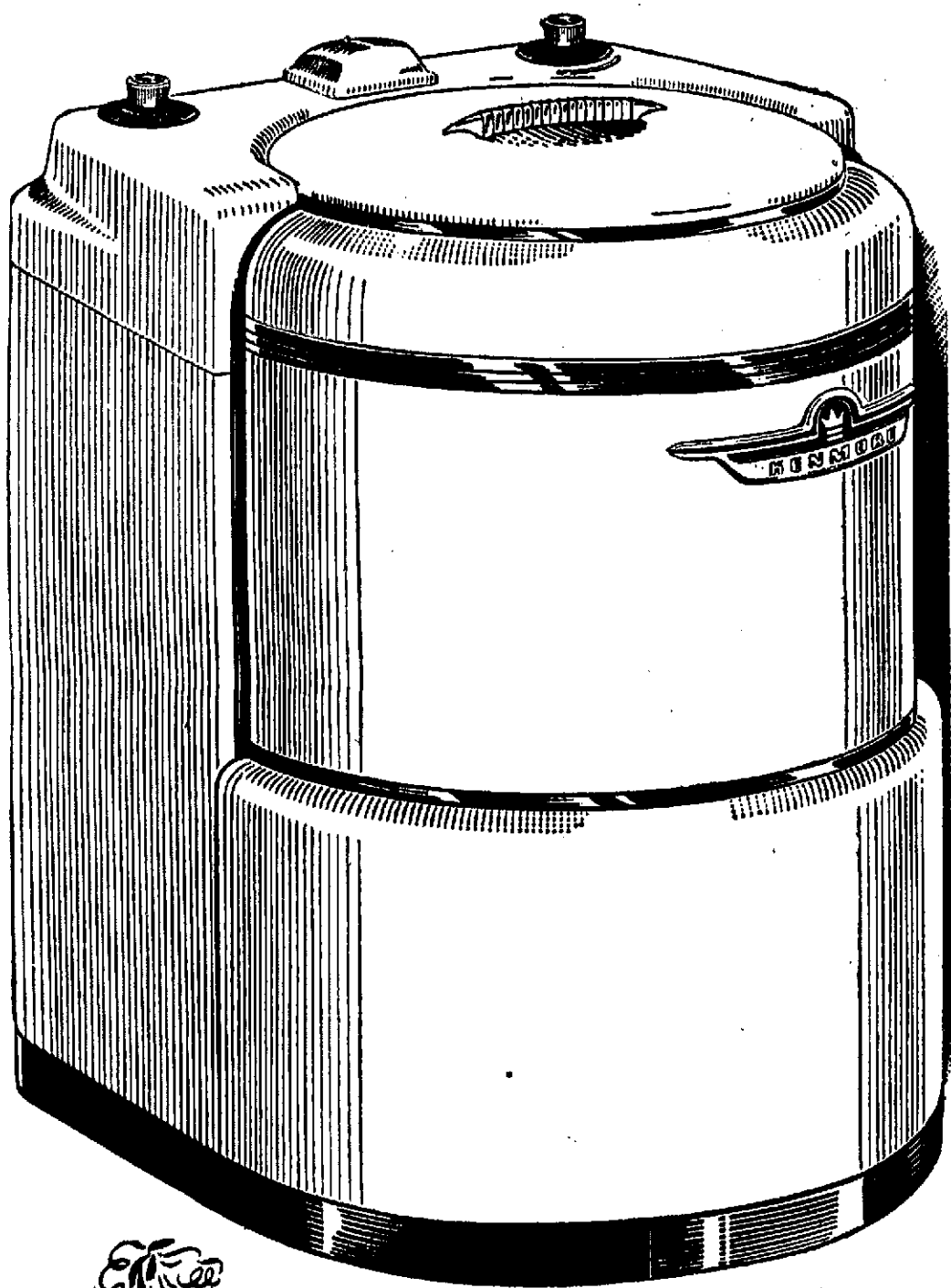
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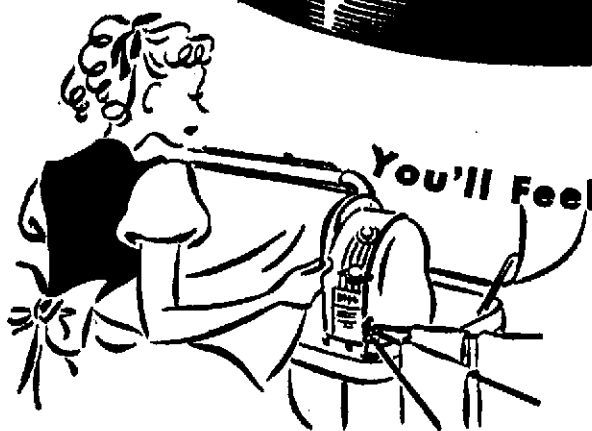
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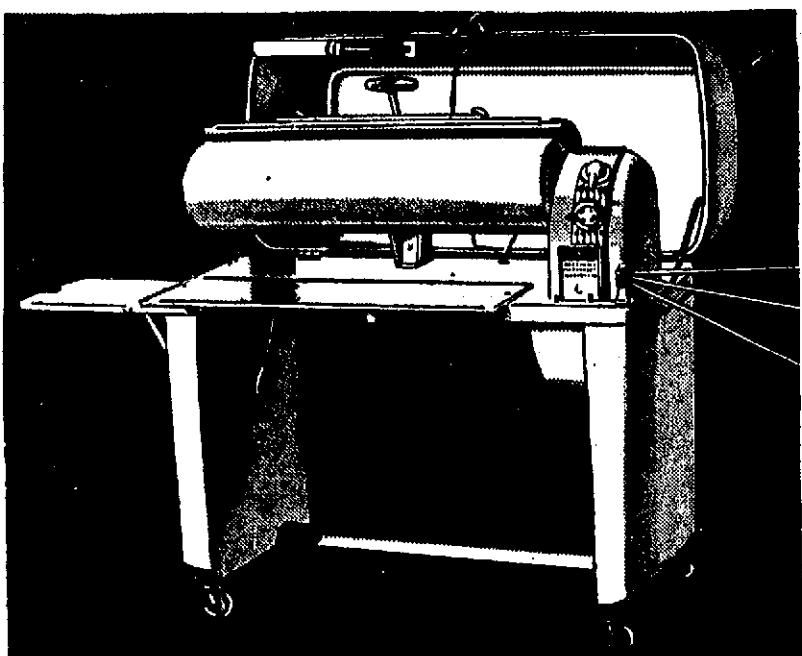
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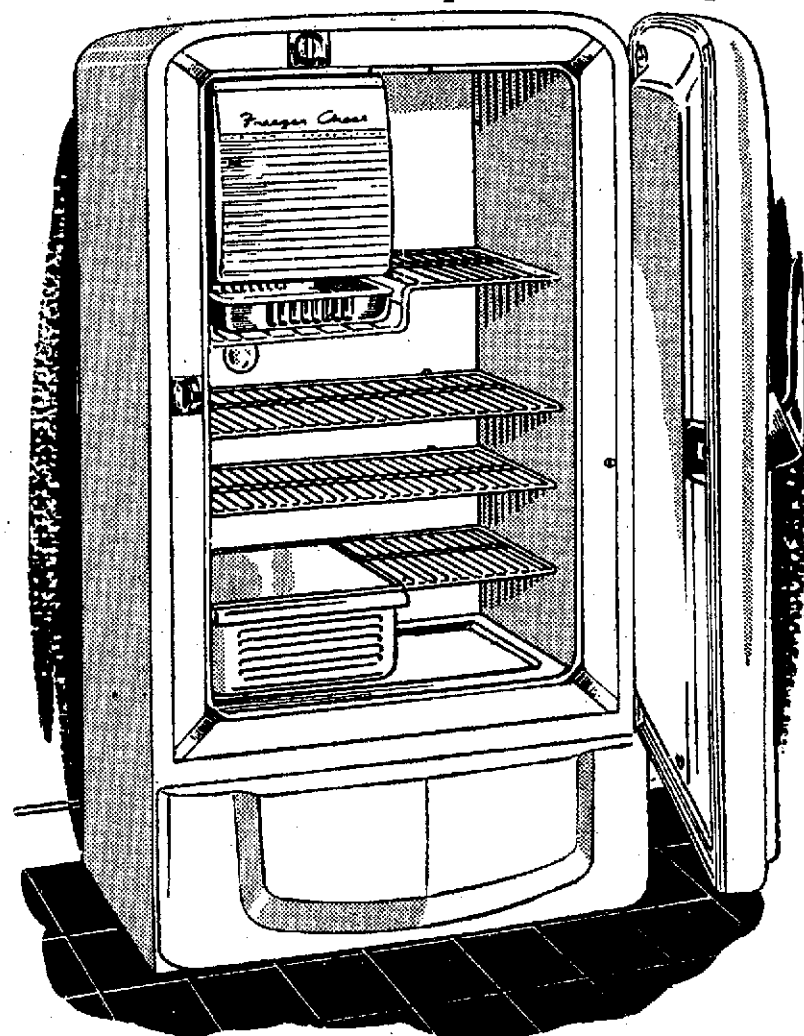
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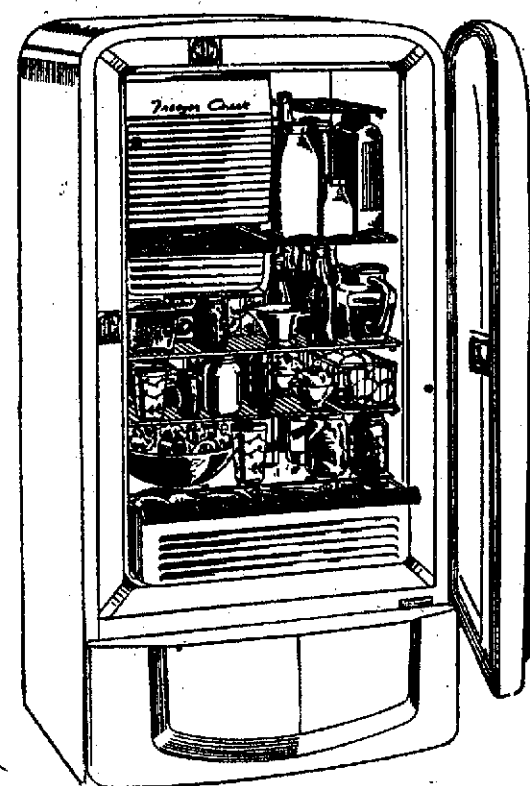
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